VIBE®

205 Lexington Avenue
New York, New York 10036
212.522.7092 fax 212.522.4578

May 7, 1996

Karen Marryshow
Philip Morris U.S.A
120 Park Ave
New York, NY 10017

Dear Karen:

The following information is regarding Club B&H for the remainder of 1996. As we discussed today here are the prices for regional and national copy splits.

CLUB B&H TOUR SCHEDULE

DATE	CITY
7/15 - 8/17	Los Angeles
8/4 - 9/9	Chicago
9/1 - 10/5	New Orleans
9/22 - 10/26	Houston
9/22 - 10/26	Dallas
10/13 - 11/16	Atlanta

ADVERTISING SCHEDULE

ISSUE	CITY	CIRCULATION
August	LA/Chicago	40,000
September	Chicago/New Orleans	22,500
October	New Orleans/Houston/Dallas	15,100
November	Houston/Dallas/Atlanta	25,100
Dec/Jan	Atlanta	12,100
National Rate Base		400,000

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3500(n)
2500(n)

ADVERTISING RATES

NATIONAL	PRODUCTION	REGIONAL	PRODUCTION
$24,599(g)per LO	$2,500(n)	$12,299.50(g)per LO	$2,500(n)

These rates are for **Benson & Hedges** national ad plus **Club B&H** to run in two regions.

$24,599(g)per LO	$2,500(n)	$12,299.50(g)per LO	$3,500(n)

These rates are for **Benson & Hedges** national ad plus **Club B&H** to run in three regions.

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Source: https://www.industrydocuments.ucsf.edu/docs/qxmm0004

Karen, the only difference in production rate is on the three regions, there is an additional $1,000 bringing the price to $3,500 versus the $2,500 for a national plus three region copy split. With our regional circulation policy if it is less than 50% of our audience you have to pay half of your frequency rate no matter what the circulation.

Therefore, the national plus copy split is a better buy rather than running in different individual states. It is a more efficient and cost effective buy. If there are any other questions give me a call at (212) 522-4419.

Best,

Robin

Robin Gibson
Account Executive

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